When briefing passengers on emergency exit operation, they do not want to get off their phone to listen or acknowledge. This is 6-12 passengers. If the whole plane was on the phone, we would get no cooperation at all. When a passenger takes ill, or faints or even dies, we use all medical resources we have on board, including doctors & nurses. This incident would be on front pages before the aircraft ever touched down, and someone's loved ones would know before proper notification. Also, if there was an incident involving an intoxicated passenger, or passengers, again this would be a great news tip and or reward for whomever could call it in fast enough. Please reconsider, out of respect for the privacy of other passengers, and for us Flight Attendants, do not allow cell phone use on board, in flight. Thank You, Sincerely, Mary Hughes MSP FA Northwest Airlines